

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Route 66 LP		01/07/2009	LIMITED PARTNERSHIP: NEW JERSEY

RECEIVING PARTY DATA

Name:	Route 66 Holdings LLC
Street Address:	1400 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2948285	ROUTE 66
Registration Number:	2613442	ROUTE 66
Registration Number:	2764503	ROUTE 66
Serial Number:	78719114	ROUTE 66
Serial Number:	76294241	ROUTE 66
Serial Number:	76306070	ROUTE 66
Serial Number:	76341017	ROOT 66
Registration Number:	2652117	
Serial Number:	75748603	ROUTE 66

CORRESPONDENCE DATA

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Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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CH \$240.00 2948285

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ATTORNEY DOCKET NUMBER:

6308.012

NAME OF SUBMITTER:

Mary L. Grieco

Signature:

/marylgrieco/

Date:

03/04/2009

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Route 66, L.P., a limited partnership organized and existing under the laws of the State of New Jersey, located and doing business at 1400 Broadway, New York, New York 10018 (hereinafter referred to as "Assignor"), is the owner of the trademark applications and registrations set forth on Schedule A, as well as in the common law rights to said marks (hereinafter referred to as the "Marks");

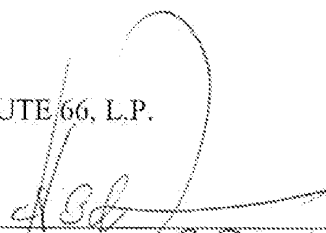
WHEREAS, Route 66 Holdings LLC, a limited liability company, organized and existing under the laws of the State of Delaware, located and doing business at 1400 Broadway, New York, New York 10018 (hereinafter referred to as "Assignee") desires to acquire the Marks, and any and all applications and/or registrations therefor, together with the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks throughout the world and any and all applications and/or registrations therefor, including but not limited to the trademark applications and registrations set forth on Schedule A, together with all causes of action for previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements.

This assignment is effective as of January 7, 2009.


ROUTE 66, L.P.

By:


Name: CHARLES B. DOYAN
Title: AUTHORIZED SIGNATORY

ROUTE 66 HOLDINGS LLC

By:


Name: CHARLES B. DOYAN
Title: AUTHORIZED SIGNATORY

SCHEDULE A

Mark	Reg./Serial No.	Goods
ROUTE 66	2948285	Jewelry, namely watches in Class 14 Men's, women's and children's clothing, footwear and accessories, namely coats, jackets, leather jackets, parkas, pants, jeans, shirts, blouses, sweaters, sport coats, skirts, dresses, jumpers, leggings, tights, socks, stockings, leotards, jumpsuits, sweat shirts, sweat pants, T-shirts, polo shirts, shorts, boxer shorts, briefs, underwear, camisoles, shoes, sneakers, boots, sandals, slippers, belts and ties in Class 25
ROUTE 66	2613442	Toys, namely, toy cars and trucks in Class 28
ROUTE 66	2764503	Bicycles in Class 12
ROUTE 66	78719114	Bed sheets, pillowcases, bed blankets, comforters, comforter covers, duvets, duvet covers, quilts, towels, washcloths, tablecloths and napkins not of paper, handkerchiefs, curtains, draperies, cloth flags and cloth banners in Class 24
ROUTE 66	76294241	Accessories for personal electronic products and telephones, namely, earphones and headsets for telephones and cellular phones; modem attachments for personal digital assistants (PDAs) and hand-held computers; organizer attachments for cellular phones; battery rechargers for electronic devices and cellular telephones; replacement batteries and power sources for personal electronic products and cellular telephones in Class 9 Accessories and cases for personal electronic products and telephones, namely, cases sold empty for personal digital assistants, hand-held computers and cellular telephones; back-packs, tote bags, business cases and purses with storage compartments and attachments for personal digital assistants, hand-held computers and cellular telephones in Class 18
ROUTE 66	76306070	Restaurant services in Class 42

SCHEDULE A

ROOT 66	76341017	<p>Fragrance products for personal use, namely, perfume, cologne, toilet water, scented body lotion and moisturizing cream, body oil, body powder, scented soap; cosmetics and skin care preparations, namely, foundation make-up, face powder, blusher, compacts, eye pencils, lip pencils, lipstick, lip gloss, non-medicated lip balm, mascara, eye make-up, eyeliners, eye shadow, skin moisturizer and skin toner; hair care products, namely, shampoo, hair conditioners, hair gel and hair spray; nail care preparations, namely, nail polish, nail strengtheners, and nail polish remover; shaving cream, shaving gel, after-shave lotion; skin soap; shower gel; deodorant; antiperspirant; potpourri; sachets; suntanning preparations; sun screen and sun block preparations in Class 003</p> <p>Men's, women's and children's clothing, footwear and accessories, namely, coats, raincoats, jackets, leather jackets, parkas, anoraks, scarves, mittens, gloves, hats, caps, visors, earmuffs, pants, jeans, shirts, blouses, sweaters, suits, sport coats, vests, skirts, dresses, jumpers, leggings, tights, socks, stockings, bodysuits, leotards, jumpsuits, warm-up suits, ski wear, sweat shirts, sweat pants, t-shirts, polo shirts, shorts, boxer shorts, briefs, underwear, bras, slips, camisoles, pajamas, night shirts, night gowns, robes, shoes, sneakers, boots, sandals, slippers, belts, ties, suspenders, bathing suits, bathing trunks and beachwear in Class 25</p>
Flag Design	2652117	Children's clothing, namely, pants, jeans and shorts in Class 025
ROUTE 66 & Design	75748603	Retail shops featuring apparel and gifts in Class 42